

STUDY ON THE CUSTOMER SATISFACTION ON  
JANASHAKTHI INSURANCE COMPANY LIMITED:  
SPECIAL REFERENCE TO LIFE INSURANCE IN  
BATTICALOA DISTRICT



**By**

**MR. PATHMANATHAN KOPU**  
**REG. NO: EU/IS/2003/MS/32**  
**INDEX NO: MS/632**

A Project Report Submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirements of the Bachelor of Business administration Degree (BBA) Program.

**DEPARTMENT OF MANAGEMENT**  
**FACULTY OF COMMERCE AND MANAGEMENT**  
**EASTERN UNIVERSITY, SRI LANKA**

**2009**

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## ABSTRACT

Ensuring customer satisfaction is one of the most important tasks facing by businesses today. Customer satisfaction is at the heart of retaining loyalty and it is every one's responsibility. It is a most important aspect in marketing. Marketing is the delivery of customer satisfaction at a profit.

Therefore this research tends to " Study on the Customer Satisfaction on Janashakthi Insurance Company Limited: Special reference to Life Insurance in Batticaloa District. The main Objectives of this research is to identify the customer satisfaction through seven marketing mix variable.

This research is focused on product, price, place, promotion, process, people and physical evidence on customer satisfaction. For this primary data was collected through issuing 200 questionnaires to the customer holding life insurance at the Janashakthi Insurance Company Limited. Random sampling method was used for sampling procedure. The collected data were analyzed by using univariate method and findings are presented in table and chart formats.

From the finding is could be concluded that there is a moderate level satisfaction on the services (life insurance) provided by Janashakthi Insurance Company Ltd in Batticaloa District. Therefore this study recommends some suggestion to the Janashakthi Insurance Company in order to increase their customer satisfaction.

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